## CONTRACT



**WLWT** 1700 Young Street Cincinnati, OH 45202 (513)412-5000

www.wlwt.com

And:

**Greer Margolis Mitchell Burns** 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order #	
	940175	1		06259717	
<u>Product</u>					
OBAMA FOR AMERICA					
Contract Dates	Estimate #				
09/04/12 - 10/01/12	1536				
<u>Advertiser</u>			<u>Ori</u>	iginal Date /	/ Revision
Obama/D/President			o	09/05/12	/ 09/05/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broadcast			Cash
	Station	Accour	nt E	xecutive	Sales Office
	WLWT	Mica H	lans	en	HRP -Washingto
	Special Handl	ing			
	Demographic			<del> </del>	
	Adults 25+				
	IDB#	Adverti	ser	Code	Product Code
	9912856	95			101
	Agency Ref			Advertiser	Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Days Amount WLWT 09/04/12 09/30/12 Days of Our Lives :30 NM \$1,775.00 1-2p Class of Time - Immediately Pre-emptible without notice Spots/Week Start Date End Date Weekdays Rate Week: 09/03/12 09/09/12 -TWTF--4 \$50.00 3 Week: 09/10/12 09/16/12 --WTF--\$175.00 Week: 09/17/12 09/23/12 -TWTF--3 \$175.00 Week: 09/24/12 09/30/12 -TWTF--3 \$175.00 WLWT09/04/12 09/30/12 NBC Today Show III 10-11a :30 NM 14 \$2,010.00 Class of Time - Immediately Pre-emptible without notice End Date Weekdays Spots/Week Start Date <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF--4 \$65.00 Week: 09/10/12 09/16/12 --WTF--3 \$175.00 3 Week: 09/17/12 09/23/12 -TWTF--\$175.00 Week: 09/24/12 09/30/12 -TWTF--\$175.00 1135-1237a \$1,600.00 WLWT09/10/12 09/16/12 NBC Tonight Show :30 NM Class of Time - Immediately Pre-emptible without notice Weekdays Start Date End Date Spots/Week Rate Week: 09/10/12 09/16/12 --WTF-\$400.00 NM WLWT09/04/12 STEVE HARVEY DAY STEVE HARVEY [ :30 8 \$700.00 09/30/12 Class of Time - Immediately Pre-emptible without notice Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/03/12 09/09/12 -TWTF-2 \$50.00 Week: 09/10/12 09/16/12 --WTF--2 \$100.00 Week: 09/17/12 09/23/12 -TWTF--2 \$100.00 Week: 09/24/12 09/30/12 -TWTF--2 \$100.00 WLWT09/04/12 09/30/12 1230-1p 1230-1p :30 NM 16 \$1,400.00 Class of Time - Immediately Pre-emptible without notice Start Date End Date Spots/Week <u>Weekdays</u> Rate 09/09/12 \$50.00 Week: 09/03/12 4 -TWTF--Week: 09/10/12 09/16/12 --WTF--4 \$100.00 Week: 09/17/12 09/23/12 -TWTF--4 \$100.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order# Contract / Revision 940175 06259717 Contract Dates Product Estimate #

09/04/12 - 10/01/12 OBAMA FOR AMERICA 1536

Advertiser Original Date / Revision 09/05/12 / 09/05/12 Obama/D/President

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12         -TWTF         4	<u>Rate</u> \$100.00			
6 WLWT09/04/12 09/30/12 Late Night w/Jimmy Fallon	1237-136a	:30	NM 16	\$2,300.00
Class of Time - Immediately Pre-emptible without notice				
Start Date         End Date         Weekdays         Spots/Week           Week: 09/03/12         09/09/12         -TWTF         4	<u>Rate</u> \$50.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WLWT 09/03/12-09/09/12 Late Night w/Jimmy Fallon	1237-136a	-TuWThF :30 \$175.00	NM	
See MG 6.17 17 WLWT 09/05/12-09/05/12 Late Run Jimmy Fallon	1252x-238x	w:30 \$50.00	NM	
	\$175.00			
Week: 09/17/12 09/23/12 -TWTF 4	\$175.00			
Week: 09/24/12 09/30/12 -TWTF 4	\$175.00			
7 WLWT09/04/12 09/30/12 12-1230p M-F news	12-1230p	:30	NM 16	\$1,980.00
Class of Time - Immediately Pre-emptible without notice	·			
Start Date	<u>Rate</u>			
Week: 09/03/12 09/09/12 -TwTF 4	\$45.00			
Week: 09/10/12 09/16/12WTF 4	\$150.00 \$150.00			
Week: 09/17/12 09/23/12 -TWTF 4 Week: 09/24/12 09/30/12 -TWTF 4	\$150.00 \$150.00			
	Carson Daly	:30	NM 8	\$320.00
, and the second se	Carson Daiy	.50	14101	Ψ020.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays <u>Spots/Week</u>	Rate			
Week: 09/03/12 09/09/12 -TWTF 2	\$10.00			
Week: 09/10/12 09/16/12WTF 2	\$50.00			
Week: 09/17/12 09/23/12 -TwTF 2	\$50.00			
Week: 09/24/12 09/30/12 -TwTF 2	\$50.00			
9 WLWT09/04/12 09/30/12 2-3p	2-3p	:30	NM 13	\$1,775.00
Class of Time - Immediately Pre-emptible without notice	Dete			
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TWTF 4	<u>Rate</u> \$50.00			
Week: 09/10/12 09/16/12wTF 3	\$175.00		1	
Week: 09/17/12 09/23/12 -TWTF 3	\$175.00			
Week: 09/24/12 09/30/12 -TwTF 3	\$175.00			
10 WLWT 09/04/12 09/30/12 JUDGE JUDY EF	Judge Judy	:30	NM 13	\$2,900.00
Class of Time - Immediately Pre-emptible without notice				
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/03/12 09/09/12 -TWTF 4 Week: 09/10/12 09/16/12WTF 3	\$50.00 \$300.00		Ì	
Week: 09/10/12 09/16/12WTF 3 Week: 09/17/12 09/23/12 -TWTF 3	\$300.00			
Week: 09/24/12 09/30/12 -TWTF 3	\$300.00			
11 WLWT09/04/12 09/30/12 DR OZ EF	4PM-5PM	:30	NM 13	\$3,100.00
Class of Time - Immediately Pre-emptible without notice				•
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		l	
Week: 09/03/12 09/09/12 -TwTF 4	\$100.00		ı	
Week: 09/10/12 09/16/12WTF 3	\$300.00		ı	
Week: 09/17/12 09/23/12 -TWTF 3	\$300.00			
Week: 09/24/12 09/30/12 -TWTF 3	\$300.00		j	

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 06259717 940175 Estimate # Contract Dates Product

OBAMA FOR AMERICA 1536

Original Date / Revision Advertiser 09/05/12 / 09/05/12 Obama/D/President

09/04/12 - 10/01/12

*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	· · · · · · · · · · · · · · · · · · ·				·	
12 WLWT 09/04/				430-5a		:30	<del></del>	NM	16	\$380.00
		ly Pre-emptible								
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 09/03/12	09/09/12	-TWTF	4	\$20.00						
Week: 09/10/12	09/16/12	WTF	4	\$25.00						
Week: 09/17/12	09/23/12	-TWTF	4	\$25.00						
Week: 09/24/12	09/30/12	-TWTF	4	\$25.00						
13 WLWT 09/04/		•		5-530p		:30		NM	12	\$4,300.00
	e - Immediate End Date	ly Pre-emptible	Spots/Week	<u>Rate</u>						
Start Date Week: 09/03/12	09/09/12	<u>Weekdays</u> -TWTF~-	<u>30013/44eek</u>	\$225.00						
Week: 09/10/12	09/16/12	WTF	4	\$425.00						
Week: 09/17/12	09/23/12		0	\$0.00				l		
Week: 09/24/12	09/30/12	-TWTF	4	\$425.00						
14 WLWT 09/04/	/12 09/30/	12 5-6a news		5-6a		:30		NM	16	\$1,620.00
Class of Time	- Immediate	ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/03/12	09/09/12	-TWTF	4	\$30.00				1		
Week: 09/10/12	09/16/12	WTF	4	\$125.00						
Week: 09/17/12	09/23/12	-TWTF	4	\$125.00 \$125.00						
Week: 09/24/12	09/30/12	-TWTF	4					N IS A	40	#6 600 00
15 WLWT 09/04/		•		530-6p		:30		NM	16	\$6,600.00
		ly Pre-emptible		Dete						
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$225.00						
Week: 09/10/12	09/16/12	WTF	4	\$475.00						
Week: 09/17/12	09/23/12	-TWTF	4	\$475.00						
Week: 09/24/12	09/30/12	-TWTF	4	\$475.00				ı		
16 WLWT09/04/	/12 09/30/	12 6-630p <b>M</b> -	F news	6-630p		:30		NM	16	\$8,060.00
Class of Time	e - Immediate	ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/03/12	09/09/12	-TWTF	4	\$215.00						
Week: 09/10/12	09/16/12	WTF	4	\$600.00						
Week: 09/17/12	09/23/12	-TWTF	4 4	\$600.00 \$600.00						
Week: 09/24/12 17 WLWT09/04/	09/30/12 /12 09/30/	-TWTF 12 6-7a news	····	6-7a		:30		NM	17	\$3,625.00
		ely Pre-emptible		o ru						
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/03/12	09/09/12	-TWTF	5	\$12 <u>5.00</u>						
Week: 09/10/12	09/16/12	WTF	4	\$250.00				ŀ		
Week: 09/17/12	09/23/12	-TWTF	4	\$250.00						
Week: 09/24/12	09/30/12	-TWTF	4	\$250.00						
18 WLWT09/04		-	-	630-730p		:30		NM	16	\$16,000.00
		ely Pre-emptible		D-1-				- 1		
Start Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$1,000.00				- 1		
Week: 09/03/12 Week: 09/10/12	09/09/12 09/16/12	WTF	4	\$1,000.00						
Week: 09/17/12	09/10/12	WTF	4	\$1,000.00						
**************************************	00/20/12		-1	7.,000.00				•		

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Alt Order #



**WLWT** 1700 Young Street Cincinnati, OH 45202 (513)412-5000

06259717 940175 **Contract Dates** Product Estimate # 09/04/12 - 10/01/12 OBAMA FOR AMERICA 1536

Contract / Revision

Advertiser Original Date / Revision / 09/05/12 09/05/12 Obama/D/President

						Spots/				
*Line Ch Start	Date End Date	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/24/12	09/30/12	-TWTF	4	\$1,000.00					40	#4 000 00
19 WLWT09/04/		•		7-730p		:30		NM	16	\$4,960.00
Start Date	e - immediate End Date	ly Pre-emptible Weekdays	Spots/Week	Rate						
Week: 09/03/12	09/09/12	-TWTF	4	\$190.00						
Week: 09/10/12	09/16/12	WTF	4	\$350.00						
Week: 09/17/12	09/23/12	-TWTF	4	\$350.00						
Week: 09/24/12	09/30/12	-TWTF	4	\$350.00						
D 20 WLWT09/04/			y Show	7-9a		:30		MM	0	\$0.00
21 WLWT 09/17/		•		730-8p		:30		NM	8	\$2,800.00
		ly Pre-emptible		Data				l		
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> ~TWTF	Spots/Week 4	<u>Rate</u> \$350.00						
Week: 09/24/12	09/30/12	-TWTF	4	\$350.00						
22 WLWT09/04/	12 09/30/1	2 NBC Toda	y Show II	9-10a		:30		NM	16	\$3,400.00
Class of Time	- Immediate	ly Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/03/12	09/09/12	-TWTF	4 -	\$100.00						
Week: 09/10/12 Week: 09/17/12	09/16/12 09/23/12	~-WTF -TWTF	4 4	\$250.00 \$250.00				ı		
Week: 09/24/12	09/23/12	-TWTF	4	\$250.00						
23 WLWT09/04/		2 11-1135p i		11-1135p		:30		NM	10	\$5.750.00
		ly Pre-emptible		11 11000		.00				40,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 09/03/12	09/09/12	-TWTFS-	5	\$350.00						
Week: 09/10/12	09/16/12	WTFS-	5	\$800.00						
24 WLWT09/07/		2 F10-11p		F10-11p		:30		NM	2	\$2,200.00
		ly Pre-emptible		Data						
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$700.00						
Week: 09/10/12	09/16/12		0	\$0.00						
Week: 09/17/12	09/23/12	1	1	\$1,500.00						
25 WLWT 09/14/	12 09/14/1	2 F9-10p		F9-10p		:30		NM	1	\$800.00
Class of Time	- Immediate	ly Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$800.00						
26 WLWT09/10/			Prime Other	Prime Other		:30		NM	4	\$8,000.00
Class of Time Start Date	e - Immediate End Date	ly Pre-emptible Weekdays	Spots/Week	Rate				ŀ		
Week: 09/10/12	09/16/12	1	1	\$2,000.00						
Week: 09/17/12	09/23/12	1	1	\$2,000.00						
Week: 09/24/12	09/30/12	1	1	\$2,000.00						
Week: 10/01/12	10/07/12	1	1	\$2,000.00						
27 WLWT 09/08/				Sa/Su 5-6a		:30		NM	8	\$680.00
		ly Pre-emptible		Data						
<u>Start Date</u> Week: 09/03/12	<u>End Date</u> 09/09/12	<u>Weekdays</u> SS	Spots/Week 2	<u>Rate</u> \$40.00						
		- <del>-</del>	_							

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32 WLWT09/08/12

Start Date

33 WLWT09/08/12

WLWT09/09/12

Start Date

09/23/12

09/29/12

09/30/12

End Date

09/09/12

09/16/12

09/23/12

End Date

09/09/12

09/16/12

09/23/12

09/30/12

Class of Time - Immediately Pre-emptible without notice

Class of Time - Immediately Pre-emptible without notice

35 WLWT 09/09/12 09/30/12 NBC MEET THE PRESS

Class of Time - Immediately Pre-emptible without notice

Weekdays

----1-

----1-

----1-

Weekdays

-----1

----1

----1

----1

Sa/Su 6p news

**NBC Saturday Today** 

Extra Weekend

Spots/Week

1

1

Spots/Week

1

1

1

Week: 09/03/12

Week: 09/10/12

Week: 09/17/12

Week: 09/03/12

Week: 09/10/12

Week: 09/17/12

Week: 09/24/12

\*Line



Contract / Revision Alt Order # 06259717 940175 <u>Estimate #</u> **Contract Dates** <u> Product</u>

3

O

NM

NM

NM

NM

\$485.00

\$0.00

\$95.00

\$1,100.00

OBAMA FOR AMERICA 1536 09/04/12 - 10/01/12

Advertiser <u>Original Date / Revision</u> 09/05/12 / 09/05/12 Obama/D/President

Spots/

:30

:30

.30

:30

Line Ch Start I	Date End D	ate Descript	ion	Start/End Time	Days	Length Week	Rate	Type Sp	oots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>			-			
Week: 09/10/12	09/16/12	SS	2	\$100.00						
Week: 09/17/12	09/23/12	SS	2	\$100.00						
Week: 09/24/12	09/30/12	SS	2	\$100.00						
28 WLWT09/08/	12 09/30/	12 Sa/Su 6-7	7a News	Sa/Su 6-7a		:30		NM	8	\$1,140.00
Class of Time	- Immediate	ely Pre-emptibl	e without notice							
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/03/12	09/09/12	SS	2	\$45.00						
Week: 09/10/12	09/16/12	SS	2	\$175.00						
Week: 09/17/12	09/23/12	SS	2	\$175.00						
Week: 09/24/12	09/30/12	SS	2	\$175.00						
29 WLWT09/08/	/12 09/30/	12 Sa/su7-8	a news	Sa/su7-8a		:30		NM	8	\$2,400.00
Class of Time	e - Immediate	ely Pre-emptibl	e without notice					l l		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 09/03/12	09/09/12	SS	2	\$150.00						
Week: 09/10/12	09/16/12	SS	2	\$350.00						
Week: 09/17/12	09/23/12	SS	2	\$350.00						
Week: 09/24/12	09/30/12	SS	2	\$350.00						
30 WLWT09/08/			lollywood Weeken	d 1-2a		:30		NM	4	\$160.00
Class of Time	e - Immediate	ely Pre-emptibl	le without notice							
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/03/12	09/09/12	1-	1	\$10.00						
Week: 09/10/12	09/16/12	1-	1	\$50.00						
Week: 09/17/12	09/23/12	1	1	\$50.00						
Week: 09/24/12	09/30/12	1-	1	\$50.00						
31 WLWT09/08	/12 09/29/	12 NBC Sat	urday Night Live	NBC Saturday Nig	ł	:30		NM	3	\$2,280.00
Class of Time	e - Immediat	ely Pre-emptibl	le without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/03/12	09/09/12	1-	1	\$280.00						
Week: 09/10/12	09/16/12	1-	1	\$1,000.00						
Week: 09/17/12	09/23/12		0	\$0.00						
Week: 09/24/12	09/30/12	1-	1	\$1,000.00						

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Sa/Su 6p News

\$135.00

\$175.00

\$175.00

Extra Weekend

<u>Rate</u> \$20.00

\$25.00

\$25.00

\$25.00

NBC MEET THE P

Sa8-10a

Rate

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Contract / Revision Alt Order # 940175 06259717 Contract Dates Product Estimate# OBAMA FOR AMERICA 1536 09/04/12 - 10/01/12

Original Date / Revision Advertiser / 09/05/12 09/05/12 Obama/D/President

						Spots/				
*Line Ch Start [	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays 1	Spots/Week	Rate						
Week: 09/03/12 Week: 09/10/12	09/09/12 09/16/12	1 1	1	\$200.00 \$300.00						
Week: 09/17/12	09/10/12	1	1	\$300.00				1		
Week: 09/24/12	09/30/12	1	1	\$300.00						
36 WLWT09/09/		2 Late News	after NFL	Late News		:30		NM	4	\$1,350.00
Class of Time	- Immediate	ly Pre-emptible	without notice							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 09/03/12	09/09/12	1	1	\$300.00						
Week: 09/10/12	09/16/12	1	1	\$350.00						
Week: 09/17/12	09/23/12	1	1	\$350.00				1		
Week: 09/24/12	09/30/12	1	1	\$350.00				NIN A		#1 000 00
37 WLWT 09/09/		•		Sports Rock		:30		NM	4	\$1,000.00
Start Date	End Date	ely Pre-emptible Weekdays	Spots/Week	Rate						
Week: 09/03/12	09/09/12	1	1	\$100.00						
Week: 09/10/12	09/16/12	1	1	\$300.00						
Week: 09/17/12	09/23/12	1	1	\$300.00						
Week: 09/24/12	09/30/12	1	1	\$300.00						
D 38 WLWT09/09/	12 09/30/ <i>1</i>	12 Chris Matth	iews	Chris Matthews		:30		NM	0	\$0.00
39 WLWT 09/09/	12 09/30/	12 The Outdoo	orsman	Outdoorsman		:30		NM	4	\$100.00
		ely Pre-emptible								
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$25.00						
Week: 09/03/12 Week: 09/10/12	09/09/12 09/16/12	1	1	\$25.00 \$25.00						
Week: 09/17/12	09/10/12	1	1	\$25.00						
Week: 09/24/12	09/30/12	1	1	\$25.00						
40 WLWT09/09/		12 Sa/Su 6p n	ews	Sa/Su 6p News		:30		NM	4	\$1,935.00
		ely Pre-emptible		·						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/03/12	09/09/12	1	1	\$135.00						
Week: 09/10/12	09/16/12	1	1	\$600.00						
Week: 09/17/12	09/23/12	1	1	\$600.00						
Week: 09/24/12	09/30/12	1	I I	\$600.00		-20		NM	5	\$5,400.00
E 41 WLWT 09/09/				NFL		:30		INIVI	5	\$5,400.00
Start Date	End Date	ely Pre-emptible Weekdavs	Spots/Week	<u>Rate</u>						
Week: 09/03/12	09/09/12	2	2	\$450.00						
Week: 09/10/12	09/16/12	1	1	\$1,500.00						
Week: 09/17/12	09/23/12	1	1	\$1,500.00						
Week: 09/24/12	09/30/12	1	1	\$1,500.00			····			
D 42 WLWT09/09/	12 09/30/ <sup>-</sup>	12 NBC Sunda	ay Today	Su8-9a		:30		NM	0	\$0.00
43 WLWT09/09/	12 09/30/ <sup>-</sup>	12 NFL Regul	ar Season	NFL		:30		NM	4	\$10,400.00
		ely Pre-emptible								
Start Date	End Date	Weekdays 1	Spots/Week	<u>Rate</u>						
Week: 09/03/12	09/09/12 09/16/12	1 1	1	\$1,400.00 \$3,000.00						
Week: 09/10/12 Week: 09/17/12	09/16/12	1 1	1	\$3,000.00				j		
Week: 09/24/12	09/23/12	1	1	\$3,000.00						
. 700K. 00/E-1/12	20,00,12	_	•	,						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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 Contract Dates
 Product
 Estimate #

 09/04/12 - 10/01/12
 OBAMA FOR AMERICA
 1536

 Advertiser
 Original Date / Revision

 Obama/D/President
 09/05/12 / 09/05/12

Spots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spot	s	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
44 WLWT09/09/12 09/16/12 Su 9-10a News	Su 9-10a	:30	NM	2	\$505.00
Class of Time - Immediately Pre-emptible without notice					
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121 1	<u>Rate</u>				
Week: 09/03/12 09/09/121 1 Week: 09/10/12 09/16/121 1	\$130.00 \$375.00				
		.20	NIN A	4	\$1,000.00
45 WLWT09/06/12 09/06/12 Th8-9p	Th8-9p	:30	NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/03/12 09/09/121 1	\$1,000.00				
46 WLWT09/11/12 09/11/12 T10-11p	T10-11p	:30	NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice	'				
Start Date	<u>Rate</u>				
Week: 09/10/12 09/16/12 -1 1	\$1,500.00				
47 WLWT 09/04/12 09/04/12 Tue NBC Prime Other	Prime Other	:30	NM	1	\$2,000.00
Class of Time - Immediately Pre-emptible without notice	5.4				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -1 1	<u>Rate</u> \$2.000.00				
		:30	NM	3	\$6,000.00
48 WLWT09/11/12 09/25/12 T8-9p	T8-9p	.30	14141	3	ψ0,000.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week	Rate		Ī		
Week: 09/10/12 09/16/12 -1 1	\$2,000.00				
Week: 09/17/12 09/23/12 -1 1	\$2,000.00				
Week: 09/24/12 09/30/12 -1 1	\$2,000.00				
49 WLWT 09/26/12 09/26/12 Wed NBC Prime Other	Prime Other	:30	NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice					
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121 1	<u>Rate</u> \$1,000.00				
50 WLWT 09/26/12 09/26/12 W8-9p	W8-9p	:30	NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice					·
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/24/12 09/30/121 1	\$800.00				
51 WLWT 09/05/12 09/05/12 NFL SPEC WEDNESDAY F	PFNFL SPEC WEDN	N :30	NM	1	\$2,000.00
Class of Time - Immediately Pre-emptible without notice	<b>.</b>				
Start DateEnd DateWeekdaysSpots/WeekWeek:09/03/1209/09/1211	<u>Rate</u> \$2,000.00				
52 WLWT09/19/12 09/19/12 Wed NBC Prime Other	Prime Other	:30	NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice	T THE GUIDI	.00		•	* 1,1000
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/17/12 09/23/121 1	\$1,000.00		_ /		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WLWT 09/17/12-09/23/12 Wed NBC Prime Other	Prime Other	W :30 \$1,000.00	NM		
See MG 52.2 2 WLWT 09/17/12-09/23/12 W9-10p	W9-10p	w :30 \$1,000.00	NM		
⊕ MG for 52.1 09/19	3.5 .FF				
53 WLWT 09/10/12 10/01/12 Days of Our Lives	1-2p	:30	NM	4	\$700.00
Class of Time - Immediately Pre-emptible without notice					
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week 09/10/12 09/16/12 1 1	<u>Rate</u>				
Week: 09/10/12 09/16/12 1 1	\$175.00		I		

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 Contract / Revision
 Alt Order #

 940175 /
 06259717

 Contract Dates
 Product
 Estimate #

09/04/12 - 10/01/12 OBAMA FOR AMERICA 1536

Advertiser | Original Date / Revision

| <u>Advertiser</u> | <u>Original Date / Revision</u> | | Obama/D/President | 09/05/12 / 09/05/12

Spots/

						Spots/				
*Line Ch Start [	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/17/12	09/23/12	1	1	\$175.00						
Week: 09/24/12	09/30/12	1	1	\$175.00						
Week: 10/01/12	10/07/12	1	1	\$175.00						
54 WLWT09/10/			=	10-11a		:30		NM	4	\$700.00
		ely Pre-emptible		D-1-						
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>						
Week: 09/10/12 Week: 09/17/12	09/16/12 09/23/12	_	1	\$175.00 \$175.00						
Week: 09/1//12	09/23/12	1	1	\$175.00 \$175.00						
Week: 10/01/12	10/07/12	1	1	\$175.00 \$175.00						
		10 NDO T- =:-	let Cle			.20	1	NM	2	\$800.00
55 WLWT09/10/		12 NBC Tonig ely Pre-emptible		1135-1237a		:30		INIVI	2	φουσ.συ
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$400.00						
Week: 09/17/12	09/23/12		0	\$0.00						
Week: 09/24/12	09/30/12		0	\$0.00						
Week: 10/01/12	10/07/12	1	1	\$400.00						
56 WLWT09/10/	12 10/01/	12 STEVE HA	RVEY DAY	STEVE HARVEY [		:30		NM	4	\$400.00
Class of Time	- Immediate	ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 09/10/12	09/16/12	1	1	\$100.00						
Week: 09/17/12	09/23/12	1	1	\$100.00						
Week: 09/24/12	09/30/12	1	1	\$100.00						
Week: 10/01/12	10/07/12	1	1	\$100.00			· · · · · · · · · · · · · · · · · · ·			
57 WLWT 09/10/	/12 10/01/	12 1230-1p		1230-1p		:30		NM	4	\$400.00
	e - Immediate	ely Pre-emptible								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 09/10/12	09/16/12	1	1	\$100.00				1		
Week: 09/17/12	09/23/12	1	1	\$100.00						
Week: 09/24/12	09/30/12	1	1	\$100.00 \$100.00						
Week: 10/01/12	10/07/12	1	<u> </u>	\$100.00						£700.00
58 WLWT09/10/		_	w/Jimmy Fallon	1237-136a		:30		MM	4	\$700.00
		ely Pre-emptible		Dete						
Start Date Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$175.00				i		
Week: 09/17/12	09/10/12	1	1	\$175.00						
Week: 09/24/12	09/30/12	1	1	\$175.00						
Week: 10/01/12	10/07/12	1	1	\$175.00						
59 WLWT09/10/		12 12-1230p <b>i</b>	M-F news	12-1230p		:30		NM	4	\$600.00
		ely Pre-emptible								
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 09/10/12	09/16/12	1	1	\$150.00				i		
Week: 09/17/12	09/23/12	1	1	\$150.00						
Week: 09/24/12	09/30/12	1	1	\$150.00						
Week: 10/01/12	10/07/12	1	1	\$150.00						
60 WLWT09/10/			•	Carson Daiy		:30		NM	4	\$200.00
	e - Immediate End Date	ely Pre-emptible Weekdays	without notice Spots/Week	<u>Rate</u>						
<u>Start Date</u>	LIN Date	vvccnuays	Opoloraneek	<u>r vare</u>				•		

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Alt Order#



**WLWT** 1700 Young Street Cincinnati, OH 45202

(513)412-5000

www.wlwt.com

06259717 940175 Contract Dates Product Estimate # 09/04/12 - 10/01/12 OBAMA FOR AMERICA 1536

Contract / Revision

Advertiser Original Date / Revision 09/05/12 / 09/05/12 Obama/D/President

Spots/

						Spots/				
*Line Ch Start [	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$50.00						
Week: 09/17/12	09/23/12	1	1	\$50.00						
Week: 09/24/12	09/30/12	1	1	\$50.00						
Week: 10/01/12	10/07/12	1	1	\$50.00						
61 WLWT09/10/	12 10/01/	12 2-3p		2-3p		:30		NM	4	\$700.00
Class of Time	- Immediate	ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 09/10/12	09/16/12	1	1	\$175.00						
Week: 09/17/12	09/23/12	1	1	\$175.00						
Week: 09/24/12	09/30/12	1	1	\$175.00				1		
Week: 10/01/12	10/07/12	1	1	\$175.00						
62 WLWT09/10/	12 10/01/	12 JUDGE JU	JDY EF	Judge Judy		:30		NM	4	\$1,200.00
Class of Time	- Immediate	ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 09/10/12	09/16/12	1	1	\$300.00						
Week: 09/17/12	09/23/12	1	1	\$300.00						
Week: 09/24/12	09/30/12	1	1	\$300.00						
Week: 10/01/12	10/07/12	1	1	\$300.00						
63 WLWT09/10/	12 10/01/	12 DR OZ EF		4PM-5PM		:30		NM	4	\$1,200.00
		ely Pre-emptible	without notice							•
Start Date	End Date	Weekdavs	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$300.00						
Week: 09/17/12	09/23/12	1	1	\$300.00						
Week: 09/24/12	09/30/12	1	1	\$300.00						
Week: 10/01/12	10/07/12	1	1	\$300.00						
64 WLWT 09/10/	12 10/01/1	12 430-5a <b>N</b> e	WS	430-5a		:30		NM	4	\$100.00
Class of Time		ely Pre-emptible	without notice							
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$25.00						
Week: 09/17/12	09/23/12	1	1	\$25.00						
Week: 09/24/12	09/30/12	1	1	\$25.00						
Week: 10/01/12	10/07/12	1	1	\$25.00						
65 WLWT09/10/		12 5-530p M-	F news	5-530p	i	:30		NM	3	\$1,275.00
		ly Pre-emptible		0 000p		.00			Ū	ψ1,270.00
Start Date	End Date	Weekdavs	Spots/Week	<u>Rate</u>						
Week: 09/10/12	09/16/12	1	1	\$425.00						
Week: 09/17/12	09/23/12		0	\$0.00						
Week: 09/24/12	09/30/12	1	1	\$425.00						
Week: 10/01/12	10/07/12	1	1	\$425.00						
66 WLWT 09/10/		12 5-6a news		5-6a		:30		NM	4	\$500.00
		ly Pre-emptible	without notice						•	Ţ- <b>70.20</b>
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$125.00						
Week: 09/17/12	09/23/12	1	1	\$125.00						
Week: 09/24/12	09/30/12	1	1	\$125.00				ı		
Week: 10/01/12	10/07/12	1	1	\$125.00						
67 WLWT 09/10/		12 530-6p M-l	F news	530-6p		:30		NM	4	\$1,900.00
		ly Pre-emptible		000-op		.00		. 4141	7	ψ1,000.00
Giass Oi Tillie	- mimediale	ny mie-empuble	without houce					1		

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Week: 09/17/12

09/23/12



 Contract Dates
 Product
 Estimate #

 09/04/12 - 10/01/12
 OBAMA FOR AMERICA
 1536

| <u>Advertiser</u> | <u>Original Date / Revision</u> | | Obama/D/President | 09/05/12 / 09/05/12

							1			
				0		Spots/	Б.	<b>.</b> .		A
*Line Ch Start I		ate Description		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$475.00						
Week: 09/10/12 Week: 09/17/12	09/16/12 09/23/12	1	1 1	\$475.00 \$475.00						
Week: 09/1//12	09/23/12	1	1	\$475.00 \$475.00				1		
Week: 10/01/12	10/07/12	1	1	\$475.00 \$475.00						
68 WLWT09/10		12 6-630p <b>M</b> -F	news	6-630p		:30		NM	4	\$2,400.00
Class of Time	e - Immediate	ely Pre-emptible								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$600.00						
Week: 09/17/12	09/23/12	1	1	\$600.00						
Week: 09/24/12	09/30/12	1	1 1	\$600.00 \$600.00						
Week: 10/01/12	10/07/12	1	I							#4 000 00
69 WLWT09/10				6-7a		:30		NM	4	\$1,000.00
		ely Pre-emptible		Dete				- 1		
Start Date Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$250.00				- 1		
Week: 09/17/12	09/23/12	1	1	\$250.00						
Week: 09/24/12	09/30/12	1	1	\$250.00						
Week: 10/01/12	10/07/12	1	1	\$250.00						
70 WLWT09/10			ly Nowe	630-730p		:30		NM	4	\$4,000.00
		-	•	030-730p		.50		1414	7	Ψ-1,000.00
Class of Time Start Date	e - Immediate End Date	ely Pre-emptible Weekdavs	Spots/Week	Rate						
Week: 09/10/12	09/16/12	1	1	\$1,000.00						
Week: 09/17/12	09/23/12	1	1	\$1,000.00						
Week: 09/24/12	09/30/12	1	1	\$1,000.00						
Week: 10/01/12	10/07/12	1	1	\$1,000.00						
71 WLWT 09/10	/12 10/01/	12 7-730p		7-730p		:30		NM	4	\$1,400.00
		ely Pre-emptible	without notice	,						
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 09/10/12	09/16/12	1	1	\$350.00						
Week: 09/17/12	09/23/12	1	1	\$350.00				1		
Week: 09/24/12	09/30/12	1	1	\$350.00						
Week: 10/01/12	10/07/12	1	1	\$350.00						
72 WLWT 10/01			*	7-9a		:30		NM	1	\$350.00
Start Date	End Date	ely Pre-emptible Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$350.00						
73 WLWT09/10		•		730-8p		:30		NM	3	\$1,050.00
		ely Pre-emptible								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ŀ		
Week: 09/10/12	09/16/12	1	U	\$0.00 \$350.00				İ		
Week: 09/17/12	09/23/12 09/30/12	1 1	1	\$350.00 \$350.00						
Week: 09/24/12 Week: 10/01/12	10/07/12	1	1	\$350.00 \$350.00						
74 WLWT 09/10			v Show II	9-10a		:30		NM	4	\$1,000.00
		ely Pre-emptible	-	Un TOU		.00			•	Ţ.,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate				I		
Week: 09/10/12	09/16/12	1	1	\$250.00						

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\$250.00

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**WLWT** 1700 Young Street Cincinnati, OH 45202 (513)412-5000

Contract / Revision Alt Order # 06259717 940175 Contract Dates Product Estimate # 09/04/12 - 10/01/12 OBAMA FOR AMERICA 1536

Original Date / Revision <u>Advertiser</u> 09/05/12 / 09/05/12 Obama/D/President

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/24/12 09/30/12 1 1 Week: 10/01/12 10/07/12 1 1	\$250.00 \$250.00				
TOOK. 10/01/12 10/01/12 1		-00		2	¢4 600 00
75 WLWT 09/10/12 10/01/12 11-1135p M-Su	11-1135p	:30	NM	2	\$1,600.00
Class of Time - Immediately Pre-emptible without notice Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/12 1 1	\$800.00				
Week: 09/17/12 09/23/12 0	\$0.00				
Week: 09/24/12 09/30/12 0	\$0.00				
Week: 10/01/12 10/07/12 1 1	\$800.00				
76 WLWT 09/04/12 09/07/12 NBC Tonight Show	1135-1237a	:30	NM	4	\$2,600.00
Class of Time - Pre-emptible with notice			- 1		
Start Date End Date Weekdays Spots/Week	Rate		1		
Week: 09/03/12 09/09/12 -TWTF 4	\$650.00			_	
77 WLWT09/04/12 09/07/12 NBC Today Show	7-9a	:30	NM	9	\$10,800.00
Class of Time - Pre-emptible with notice	D-4-				
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -TWTF 9	<u>Rate</u> \$1,200.00				
	730-8p	:30	NM	4	\$3,200.00
78 WLWT 09/04/12 09/07/12 730-8p	730-op	.30	INIVI	7	Ψ3,200.00
Class of Time - Pre-emptible with notice Start Date	Rate				
Week: 09/03/12 09/09/12 -TWTF 4	\$800.00				
79 WLWT09/08/12 09/08/12 NBC Saturday Today	Sa8-10a	:30	NM	1	\$1,200.00
Class of Time - Pre-emptible with notice					
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/03/12 09/09/12S- 1	\$1,200.00				
80 WLWT 09/09/12 09/09/12 NBC Sunday Today	Su8-9a	:30	NM	1	\$1,500.00
Class of Time - Pre-emptible with notice					
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12S 1	<u>Rate</u> \$1,500.00		ŀ		
.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		.00	NM	1	\$300.00
N 81 WLWT09/12/12 09/14/12 1230-1p	1230-1p	:30	ININ	'	\$300.00
Class of Time - Pre-emptible with notice Start Date	Rate				
Week: 09/10/12	\$300.00				
N 82 WLWT 09/12/12 09/14/12 6-630p M-F news	6-630p	:30	NM	1	\$1,000.00
Class of Time - Pre-emptible with notice	о осор	,55			• •
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 09/10/12 09/16/12WTF 1	\$1,000.00				
N 83 WLWT09/12/12 09/12/12 W10-11p	W10-11p	:30	NM	1	\$2,000.00
Class of Time - Pre-emptible with notice					
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/12W 1	\$2,000.00				<b>64</b> 600 00
N 84 WLWT 09/18/12 09/18/12 T9-10p	T9-10p	:30	NM	1	\$1,600.00
Class of Time - Pre-emptible with notice	Data				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -T 1	<u>Rate</u> \$1,600.00				
1.001.00/11/12 00/20/12 1	Ŧ.,,000.00			405	¢191 000 00
		Totals		485	\$181,060.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WLWT** 

1700 Young Street Cincinnati, OH 45202 (513)412-5000

Contract / Revision Alt Order # 06259717 940175 Contract Dates Product Estimate # 09/04/12 - 10/01/12 OBAMA FOR AMERICA 1536 <u>Advertiser</u> Original Date / Revision Obama/D/President 09/05/12 / 09/05/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	461	\$171,960.00	\$146,166.00
10/01/12 -10/01/12	24	\$9,100.00	\$7,735.00
Totals	485	\$181,060.00	\$153,901.00

Signature:	Date:	